



## THE EVERGLADES NEWS

Serving the Lake Okeechobee Farming Region.

Established 1924 Published Every Friday  
Subscription Price \$2.00 Year In Advance

The Everglades News Is Entered at the Post Office  
In Canal Point, Florida, as Second Class Matter.

Paul Rardin . . . . . Editor and Publisher

### WHAT OTHERS THINK OF US!

Those of us who live in this vast farming section often wonder what falls on the outside think of us. This week we found out what a St. Petersburg organization thinks—Fuller's Florida Letter. This particular piece of writing circulates throughout Florida to thousands of business men and every newspaper in the state. It is not pretty reading as far as we are concerned, but it may do us good to read. So, below we are reproducing the article that shows what folks in one section of the state think of us.

Florida had a severe December freeze. The white blanket of frost had not melted before Wm. L. Wilson, state marketing bureau head and farm leaders were screaming to Washington for higher OPA ceilings for Florida fruit and vegetables.

Haviest loss was in Everglades beans. Wilson put the figure at \$5,500,000 by virtue of as weird mathematics as our hysteria of prosperity has produced. He figured that it had cost the people \$25 million to produce the beans that their market value would have been \$4,500,000.

## TOO LATE TO CLASSIFY

By Russell Kay

"Television" comes to Florida this week and growers and shippers of Florida fruit and vegetables will have an opportunity to witness a demonstration of a new and startling method of national marketing that authorities predict will revolutionize the sale of farm produce.

By means of "Television" all the great marketing centers will be connected and come in contact with each other as buyers of the products offered. In stead of selling by auction in individual markets as has heretofore been the practice all markets participate in the sale bidding against each other on a national scale.

Perhaps before we go any further, it might be well to briefly explain what this amazing system is and how it works. Vision if you can fruit or vegetable auction in the great marketing centers of the nation—New York, Boston, Philadelphia, Chicago, Cleveland, Pittsburgh, Detroit.

Imagine all of these great marketing centers with their respective buyers gathered at one central point prepared to bid on offerings of choice Florida fruit or vegetables. Not operating independently in local auctions—but functioning as a great unified market connected on a national scale.

"Television" accomplished just that for all these cities, and as many more as may be desired are linked by means of a direct wire service. Fruits or produce offered for sale are certified as to quality by U. S. Government certificates covering each lot.

Now suppose we have for sale at auction a car lot of Capidone, brand oranges, loaded, certified and packed from Winter Haven, Florida. From the "Television" sales room in Winter Haven, a trained operator seated at a novel machine flashes a description of the lot offered and this description appears simultaneously in each of the respective markets.

Now we are ready for the bids. Over the "Television" machine is a large dial which with a description of the lot offered appears just as it does in all auction rooms simultaneously. New York bids \$4. An automatic electric clock starts ticking away the seconds, with ten seconds allowed for bids between each call. The operator in Cleveland wants that lot and from that point the "Television" operator flashes a new bid of \$4.20. The new bid causes the clock hand to swing back to zero and start again, ticking away the seconds. Boston then bids \$5. This new bid is immediately registered at the Winter Haven sales room and in all of the competing sales rooms in the various cities. Bid continues until a total of 10 seconds has elapsed without further bid. When this happens a bell rings and the word "SOLD" is flashed on the "Television" screen with the name of the highest bidder and the amount of the highest bid and quoting the price.

It will be apparent that as soon as it is possible to bid each railroad of produce is a railroad auction house being shipped. "Television" at once provides the marketplace with such cars from points of origin direct to the

station where it is needed without further delay.

This whole business of the farmers running whimpering to Washington every time the wind blows, rain falls or temperatures drop is an unlovely thing. There were freezes before OPA, and big winds, and floods and drounts, and bugs and blight. Farmers in those days figured that two lucy hits out of five trips to the winning average accepted their woes philosophically and with their mouths shut.

But today the farmers or their bureaucratic and organizational leaders make a painful profession of pressuring the government for every type of aid conceivable. Scream with pain every time an act of God or an omission of government discommodes them.

If the farmers had a tough time to a long while. They will do so much better when events begin to turn up in their favor. But the public attitude is turning slightly sour on this situation.

A further fact has escaped general realization. Farming in Florida has become big business. The small farmer, the farmer who lives on the farm and "primarily raises" a family, is dwindling. Citrus tends more and more to crystallize in big holdings. Truck farms are frequently hundreds of acres in extent. The thousand-egg brooders have replaced the hen.

4. When a bundle of collard greens cost 25 cents it's time somebody started weeping for the consumer. —Fuller's Florida Letter.

and shortage, unnecessary haulage, tying up of railroad cars with attendant delays and congestion.

For the consumer it means the nation's freshest fruits and vegetables, the nation's waste or delay, and the greater efficiency in merchandising with the national market at their fingertips.

The first actual working demonstration of the "Television" system will take place in Winter Haven this weekend and every Florida grower and shipper is invited to witness it. At the Haven Hotel where the head office of the Farm Bureau, the National Cooperative and Sales Corporation has been established, a nationwide demonstration will be made on Friday, January 5th, from 2 to 6 P. M. and the amazing possibilities it

and Saturday, January 6th, from 10 A. M. to 6 P. M.

During these demonstrations the great markets of the nation—Boston, New York, Philadelphia, Cleveland, Cincinnati, Chicago, St. Louis, San Francisco, Los Angeles and Miami will be flashed back and forth over the system from shippers, buyers and leaders of the industry. Former Governor Doyle R. Carlton will act as master of ceremonies.

H. Stockfeld, president of the Television Corporation will personally direct operations, assisted by technicians of the American Telephone & Telegraph and Pennsylvania Telephone companies, systems over which the service will operate.

The full story of "Television" and the amazing possibilities it

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offers from the standpoint of efficient marketing is too great to attempt to tell in a single column; by all means witness the actual demonstration at Winter Haven and see for yourself what "Television" is and does.

### MEN'S BIBLE CLASS

A large audience is expected this Sunday, the first of 1945, of the members and friends of the Palmetto Men's Fellowship Bible Class. Rev. C. A. Moore, teacher, will present the lesson "The Man Who Would Be King." It is said that Hitler was not the first of the sive and comprehensive work on same stock. History does repeat the "French in Florida".

Indeed, hence the death and defeat. When completed the work, will

of that tyrant, is but a foreunner, will be published by the society and of the Nazi ruler's demise, for given wide distribution. Honorary closing events do cast their president of the society, which is

shadows before."

A most cordial invitation is extended to all unaffiliated men, visitors and service

men to attend. The class meets each Sunday morning at 9:45, Lion's Club building. The quartet will sing.

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Air transportation of fresh Florida vegetables got under way last week when the Army began flying

shipments from West Palm Beach to the Army post at Batista Field, a point for Miami and Florida in Cuba, to relieve the shortage in the airway battle to prevent New York. An initial cargo of 10,000 pounds will be supplemented by The CAB approved Eastern Airway shipments, as long as the lines application for direct flights between Miami and Detroit.

FRIDAY, JANUARY 5, 1945

## THOUSANDS OF ARMY VEHICLES

### USE SINCLAIR LUBRICANTS



In saving wear and avoiding breakdown the U. S. Army uses Sinclair Lubricants in many "Jeeps", tanks and other vehicles. Your Sinclair Dealer has the same quality lubricants to reduce wear in your car.

To save engine wear he has Sinclair Opaline Motor Oil. Opaline stands up better and lasts longer because it is not only de-waxed but also de-jellied. Play safe, have your Sinclair Dealer draw and refill your crankcase with Opaline every 1,000 miles.

OIL IS AMMUNITION—USE IT WISELY

## SINCLAIR OPALINE MOTOR OIL

**A. E. Kirchman, Agent**

Belle Glade, Florida

OIL... LIFE-BLOOD OF THE LIFE-LINE  
OF DEMOCRACY!

YEAR AFTER YEAR  
IT'S THE DRINK OF  
Say JAX  
THE BEER OF FRIENDSHIP  
NO REGRETS

For holiday gaiety, for home hospitality and for delicious refreshment at any time, anywhere, you'll find JAX, the golden, mellow Beer of Friendship, is a drink that cheers and satisfies.

A superb product of the brewer's art, JAX has been the favorite of thousands of beer-lovers since 1914—thirty-one years of popularity that attest the excellence of this great beer.

Make JAX your favorite refresher during 1945. Try it today. One sip will make you one of those who say: "Make mine JAX! You can't buy better beer no matter what you pay."

Say JAX!  
You can't buy better beer  
at any price!

JAX BREWING COMPANY Jacksonville, Fla.

when and where it was needed, without delay, by the bunkering service of Belcher Oil Company, largest distributor of fuel oil in the South.

Seafaring men of the Merchant Marine and the Navy have reason to give thanks for Miami's splendid harbor facilities. The port was ready and waiting when war broke out . . . and so was Belcher, proud to be so vital a part of this way-station on the route to freedom and victory.

And to bring all those ships and men back safely on the long voyage home, let's all buy more War Bonds . . . and buy them regularly until victory is ours!

## BELCHER OIL COMPANY

ESTABLISHED 1915 MIAMI, FLORIDA

Distributed by CHAS. CONNELL Belle Glade,

A minimum goal of \$500,000 for the 1945 Lenten Appeal campaign of the United Catholic Charities was announced last week by the most Reverend Joseph P. Hurley, D. B. Bishop of the Diocese of St. Augustine.

Every drop of used cooking fat we continue to be needed until the Jap held devastated Pacific Islands again become fat producers. Save and turn in used cooking fats for cans and extra ration points.

## Prince Theatre

PAHOKEE, FLORIDA

WEEK OF JANUARY 7, 1945

Sunday-Monday

**"ONCE UPON A TIME"**

with Cary Grant and Janet Blair

Tuesday-Wednesday

**"WE'VE NEVER BEEN LICKED"**

with Richard Quine and Noah Berry, Jr.

also

**"WATERFRONT"**

with J. Carroll Naish and John Carradine

Thursday-Friday

**"HEAVENLY DAYS"**

with Fibber McGee and Molly

also

**"OH WHAT A NIGHT"**

with Edmund Lowe and Marjorie Rambeau

Saturday

**"DEAD MAN'S GULCH"**

with Don Barry and Lynn Merrick



## Excellent Food Expertly Prepared

The Newly Opened Restaurant At The Glades Club Provides A Delightful New Dining Service

*Our Dining Room Is Equipped To Serve The Most Discriminating*

**STEAKS** Choice Beef **\$1.25 to \$2**

You may have a tasty

**Fried Chicken Dinner**

**\$1.50**

**OYSTERS**

Half Stew	.60
Whole Stew	1.00
Half Fry	.75
Whole Fry	1.25

**Spaghetti** With Meat Sauce **75¢**

**Chili . . . . . 30c**

Our Sandwiches Are Not Skimpy  
And The Prices Are Right

# The Glades Club

Restaurant Open 7:00 P. M. to 2:00 A. M.

THE EVERGLADES NEWS, CANAL POINT, FLORIDA

### Cinematic Chatter

By Malcolm Miller

Well sir, what will they do next in Hollywood in order to make a story drama? "Dead Man's Gulch" with "Once Upon A Time", which stars Cary Grant and Janet Blair, and features James Gleason.

Tuesday - Wednesday lists a double feature with the first picture up is "We've Never Been Licked" which stars Richard Quine and Noah Berry, Jr.

"Waterfront" is laid on the grounds of the famous Texas A. and M. College, which has been credited with furnishing more officers for the United States Army than any other institution.

The picture is listed as a fair show. I take it from that that there will be plenty of action, spectacular, and not so heavy on the action.

Second picture up is "Waterfront" which stars Carroll Noland and John Carradine and features Marius Wixson, Terry Frost and Oiga Fabian.

Story is laid on the San Francisco waterfront. It is a fog bound town where men are working under the manipulations of Nazi agents who are in this country to blow up factories, bridges etc.

According to press books there is plenty of suspense, and some mystery, featuring on the part of Noland and Carradine.

On this same program I see there is listed another interesting "This Is America" subject.

Thursday-Friday also presents double feature. First one up is "Heavenly Days" which stars Fibber McGee and Molly. I don't need to say any more to Fibber and Molly fans, they just know this picture is going to be good, and

according to all I can get on it it is Good!

Second pix is "Oh What A Night", stars Edmund Lowe and Marjorie Rambeau.

Saturday comes Don Barry and Lynn Merrick in "Dead Man's Gulch".

Sunday

comes

James

Gleason.

at

the

movies

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